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HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P.O. Box 272400  
Fort Collins, Colorado 80527-2400

**PATENT APPLICATION**ATTORNEY DOCKET NO. 10002991-1

Inventor(s): Castle et al.

Confirmation No.: 1135

Application No.: 09/738,199

Examiner: Y. Retta

Filing Date: 12/15/2000

Group Art Unit: 3622

Title: **METHOD AND APPARATUS TO MAXIMIZE ADVERTISING REVENUE**

Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT**

Transmitted herewith is/are the following in the above-identified application:

- ☒ Response/Amendment  
☐ New fee as calculated below  
☒ No additional fee  
☐ Other

- ☐ Petition to extend time to respond  
☐ Supplemental Declaration

Fee\$

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS		MINUS		= 0	X \$50	\$ 0
INDEP. CLAIMS		MINUS		= 0	X \$210	\$ 0
<input type="checkbox"/> FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$370	\$ 0
EXTENSION FEE	<input type="checkbox"/> 1st Month \$120	<input type="checkbox"/> 2nd Month \$460	<input type="checkbox"/> 3rd Month \$1050	<input type="checkbox"/> 4th Month \$1640		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any over payment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally charge any fees to Deposit Account 08-2025 under 37 CFR 1.16 through 1.21 inclusive, and any other sections in Title 37 of the Code of Federal Regulations that may regulate fees.

☐ A duplicate copy of this transmittal letter is enclosed.

I hereby certify that this paper is being  
transmitted to the Patent and Trademark Office  
facsimile number (571) 273-8300.  
Date of facsimile: Feb. 1, 2008

Typed Name: Edmond A. DeFrank

Signature: 

Respectfully submitted,

Castle et al.

By 

Edmond A. DeFrank

Attorney/Agent for Applicant(s)

Reg No.: 37,814

Date: Feb. 1, 2008

Telephone: 818.885.1575

Rev 10/07 (TransAmdFax)

## CERTIFICATE OF TRANSMISSION

I hereby certify that this paper and every paper referred to therein as being facsimile transmitted to (571) 273-8300: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Dated: February 1, 2008 (Date of Deposit) 17 (No. of pages)

EDMOND A. DEFRANK  
By

  
Signature

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**FEB 01 2008**

**PATENT APPLICATION  
Attorney Docket No: 10002991-1**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re the Application of:

Daniel C. Castle

Serial No.: 09/738,199

Group Art Unit: 3622

Filed: December 15, 2000

Examiner: Y. Retta

For: **METHOD AND APPARATUS TO MAXIMIZE ADVERTISING REVENUE**

**AMENDMENT**

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Please enter the following amendment in response to the Office Action dated November 1, 2007 as follows:

**Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.